AMENDMENTS TO THE CLAIMS

Please amend the claims as follows.

1.   (withdrawn) A method comprising:

   receiving a hot key signal from an interactive television service provider's network,

      the hot key signal indicating availability and a location of alternate content;

   determining whether the hot key signal is relevant to a user viewing original

      content from the interactive television service provider;

   responsive to determining the hot key signal is relevant to the user, displaying on a

      screen an indication that the hot key signal has been received; and

   responsive to receiving an indication that the hot key is accepted, determining a

      location on a screen for the alternate content and displaying the original

      content and the alternate content in a Picture-In-Picture mode.

2.   (withdrawn) The method of claim 1, wherein the hot key signal comprises an

   Internet Protocol (IP) data packet, the IP data packet having a header portion

   and a body portion, the body portion having a data field indicating the location

   of the alternate content.

3.   (withdrawn) The method of claim 1, wherein determining whether the hot key

   signal is relevant to the user comprises determining whether a destination

   address for the hot key signal is an address of the user.

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4.   (withdrawn) The method of claim 3, wherein determining whether the hot key

        signal is relevant to the user further comprises determining whether the

        alternate content is related to content currently being viewed by the user.

5.   (withdrawn) The method of claim 1, wherein determining a location on the screen

        for the alternate content comprises determining whether the alternate content will be

        presented in a main portion of the screen or in a PIP frame.

6.   (withdrawn) The method of claim 5, wherein determining a location on the screen

        for the alternate content is based on a default location.

7.   (withdrawn) The method of claim 5, wherein determining a location on the screen

        for the alternate content is based on a pre-selected location set by the user.

8.   (withdrawn) The method of claim 5, wherein determining a location on the screen

        for the alternate content is based on a selection by the user at the time the hot

        key is accepted.

9.   (withdrawn) A method comprising:

        receiving a hot key signal from an interactive television service provider's

                network, the hot key signal indicating availability and a location of

                alternate content and containing information providing details regarding

                the alternate content;

        determining whether the hot key signal is relevant to a user viewing original content

                from the interactive television service provider; and

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      responsive to determining the hot key signal is relevant to the user, displaying on a

          screen an indication that the hot key signal has been received.

10.   (withdrawn) The method of claim 9, further comprising displaying to the user

       the information providing details regarding the alternate content.

11.   (withdrawn) The method of claim 9, further comprising responsive to the user

       requesting additional information, displaying to the user the information

       providing details regarding the alternate content.

12.   (withdrawn) The method of claim 9, further comprising responsive to receiving

       an indication that the hot key is accepted, displaying the alternate content to

       the user.

13.   (withdrawn) The method of claim 9, wherein the hot key signal comprises an

       Internet Protocol (IP) data packet, the IP data packet having a header portion

       and a body portion, the body portion having a data field indicating the location

       of the alternate content.

14.   (original) A method comprising:

       receiving a hot key signal from an interactive television service provider's

          network, the hot key signal indicating availability and a location of

          alternate content and containing data representing a hot key form;

       determining whether the hot key signal is relevant to a user viewing original

          content from the interactive television service provider; and

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responsive to determining the hot key signal is relevant to the user, displaying

on a screen an indication that the hot key signal has been received, the

indication corresponding to the data representing the hot key form.

15.   (original) The method of claim 14, wherein the data representing the hot key

form indicates one of a plurality of possible hot key forms.

16.   (original) The method of claim 14, wherein the data representing the hot key

form comprises a graphic.

17.   (original) The method of claim 16, wherein the graphic is displayed on the

screen as the indication that the hot key signal has been received.

18.   (original) The method of claim 17, wherein the graphic is pre-selected by the

user.

19.   (original) The method of claim 17, wherein the graphic is included in the hot

key signal.

20.   (withdrawn) A method comprising:

receiving a hot key signal from an interactive television service provider's

network, the hot key signal indicating availability and a location of

alternate content;

determining whether the hot key signal is relevant to a user viewing

original content from the interactive television service provider;

responsive to determining the hot key signal is relevant to the user,

displaying on a screen an indication that the hot key signal has been

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received; and responsive to receiving an indication that the hot key

is accepted, displaying on the screen a menu of options for handling

the alternate content.

21. (withdrawn) The method of claim 20, wherein the menu of options includes an

option to view the alternate content.

22. (withdrawn) The method of claim 20, wherein the menu of options includes an

option to view the alternate content in a Picture-In-Picture (PIP) mode.

23. (withdrawn) The method of claim 20, wherein the menu of options includes an

option to record the alternate content.

24. (withdrawn) The method of claim 20, wherein the menu of options includes an

option to request an email containing the alternate content.

25. (withdrawn) A method comprising:

receiving a hot key signal from an interactive television service provider's

network, the hot key signal indicating availability and a location of

alternate content;

determining whether the hot key signal is relevant to a user viewing original

content from the interactive television service provider;

responsive to determining the hot key signal is relevant to the user,

displaying on a screen an indication that the hot key signal has been

received;

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responsive to receiving an indication that the hot key is accepted,

presenting the alternate content to the user; and

responsive to the user finishing the alternate content, displaying on the

screen a menu of options for returning from the alternate content.

26.   (withdrawn) The method of claim 25, wherein the menu of options includes an

option to view content related to the alternate content.

27.   (withdrawn) The method of claim 25, wherein the menu of options includes an

option to view content previously cached on a terminal device.

28.   (withdrawn) The method of claim 25, wherein the menu of options includes an

option to view Video-On-Demand (VOD) content related to the alternate

content.

29.   (withdrawn) The method of claim 25, wherein the menu of options includes an

option to view web sites related to the alternate content..

30.   (withdrawn) The method of claim 25, wherein the menu of options includes an

option to shop for items related to the alternate content.

31.   (withdrawn) The method of claim 25, wherein the menu of options includes an

option to return to a previous channel.

32.   (withdrawn) A system comprising:

a tuner, receiver, and demodulator portion and a demultiplexor portion to

receive a hot key signal indicating availability and a location of

alternate content; and

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a processor to determine whether the hot key signal is relevant to a user

viewing original content from the interactive television service

provider, responsive to determining the hot key signal is relevant to

the user, display on a screen an indication that the hot key signal

has been received, and responsive to receiving an indication that

the hot key is accepted, determine a location on a screen for the

alternate content and displaying the original content and the

alternate content in a Picture-In-Picture mode.

33.   (withdrawn) The system of claim 32, wherein the hot key signal comprises an

Internet Protocol (IP) data packet, the IP data packet having a header portion

and a body portion, the body portion having a data field indicating the location

of the alternate content.

34.   (withdrawn) The system of claim 32, wherein the processor determines whether

the hot key signal is relevant to the user based on whether a destination address

for the hot key signal is an address of the user.

35.   (withdrawn) The system of claim 34, wherein the processor determines whether

the hot key signal is relevant to the user based on whether the alternate content

is related to content currently being viewed by the user.

36.   (withdrawn) The system of claim 32, wherein the processor determines a

location on the screen for the alternate content based on whether the alternate

content will be presented in a main portion of the screen or in a PIP frame.

37. (withdrawn) The system of claim 36, wherein the processor determines a location on the screen for the alternate content based on a default location.

38. (withdrawn) The system of claim 36, wherein the processor determines a location on the screen for the alternate content based on a pre-selected location set by the user.

39. (withdrawn) The system of claim 36, wherein the processor determines a location on the screen for the alternate content based on a selection by the user at the time the hot key is accepted.

40. (withdrawn) A system comprising:

a tuner, receiver, and demodulator portion and a demultiplexor portion to

receive a hot key signal from an interactive television service

provider's network, the hot key signal indicating availability and a

location of alternate content and containing information providing

details regarding the alternate content;

a processor to determine whether the hot key signal is relevant to a user

viewing original content from the interactive television service

provider, and responsive to determining the hot key signal is

relevant to the user, display on a screen an indication that the hot

key signal has been received.

41. (withdrawn) The system of claim 40, wherein the processor displays to the user the information providing details regarding the alternate content.

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42.   (withdrawn) The system of claim 40, wherein the processor, responsive to the

        user requesting additional information, displays to the user the information

        providing details regarding the alternate content.

43.   (withdrawn) The system of claim 40, wherein the processor, responsive to

        receiving an indication that the hot key is accepted, displays the alternate

        content to the user.

44.   (withdrawn) The system of claim 40, wherein the hot key signal comprises an

        Internet Protocol (IP) data packet, the IP data packet having a header portion

        and a body portion, the body portion having a data field indicating the location

        of the alternate content.

45.   (original) A system comprising:

        a tuner, receiver, and demodulator portion and a demultiplexor portion to

                receive a hot key signal from an interactive television service

                provider's network, the hot key signal indicating availability and a

                location of alternate content and containing data representing a hot

                key form; and

        a processor to determine whether the hot key signal is relevant to a user

                viewing original content from the interactive television service

                provider, and responsive to determining the hot key signal is

                relevant to the user, displaying on a screen an indication that the

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hot key signal has been received, the indication corresponding to

the data representing the hot key form.

46.   (original) The system of claim 45, wherein the data representing the hot key

form indicates one of a plurality of possible hot key forms.

47.   (original) The system of claim 45, wherein the data representing the hot key

form comprises a graphic.

48.   (original) The system of claim 47, wherein the graphic is displayed on the

screen as the indication that the hot key signal has been received.

49.   (original) The system of claim 48, wherein the graphic is pre-selected by the

user.

50.   (original) The system of claim 48, wherein the graphic is included in the hot

key signal.

51.   (withdrawn) A system comprising:

a tuner, receiver, and demodulator portion and a demultiplexor portion to

receive a hot key signal from an interactive television service

provider's network, the hot key signal indicating availability and a

location of alternate content; and

a processor to determine whether the hot key signal is relevant to a user

viewing original content from the interactive television service

provider, responsive to determining the hot key signal is relevant to

the user, displaying on a screen an indication that the hot key signal

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has been received, and responsive to receiving an indication that

the hot key is accepted, displaying on the screen a menu of options

for handling the alternate content.

52.   (withdrawn) The system of claim 51, wherein the menu of options includes an

option to view the alternate content.

53.   (withdrawn) The system of claim 51, wherein the menu of options includes an

option to view the alternate content in a Picture-In-Picture (PIP) mode.

54.   (withdrawn) The system of claim 51, wherein the menu of options includes an

option to record the alternate content.

55.   (withdrawn) The system of claim 51, wherein the menu of options includes an

option to request an email containing the alternate content.

56.   (withdrawn) A system comprising:

a tuner, receiver, and demodulator portion and a demultiplexor portion to

receive a hot key signal from an interactive television service

provider's network, the hot key signal indicating availability and a

location of alternate content; and

a processor to determine whether the hot key signal is relevant to a user

viewing original content from the interactive television service

provider, responsive to determining the hot key signal is relevant to

the user, displaying on a screen an indication that the hot key signal

has been received, responsive to receiving an indication that the hot

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key is accepted, presenting the alternate content to the user, and

responsive to the user finishing the alternate content, displaying on

the screen a menu of options for returning from the alternate

content.

57.   (withdrawn) The system of claim 56, wherein the menu of options includes an

option to view content related to the alternate content.

58.   (withdrawn) The system of claim 56, wherein the menu of options includes an

option to view content previously cached on a terminal device.

59.   (withdrawn) The system of claim 56, wherein the menu of options includes an

option to view Video-On-Demand (VOD) content related to the alternate

content.

60.   (withdrawn) The system of claim 56, wherein the menu of options includes an

option to view web sites related to the alternate content.

61.   (withdrawn) The system of claim 56, wherein the menu of options includes an

option to shop for items related to the alternate content.

62.   (withdrawn) The system of claim 56, wherein the menu of options includes an

option to return to a previous channel.

63.   (withdrawn) A machine-readable medium having stored thereon a series of

instructions, the instructions, when executed by a processor, cause the

processor to:

receive a hot key signal from an interactive television service provider's

network, the hot key signal indicating availability and a location of

alternate content;

determine whether the hot key signal is relevant to a user viewing original

content from the interactive television service provider;

responsive to determining the hot key signal is relevant to the user,

display on a screen an indication that the hot key signal has been

received; and

responsive to receiving an indication that the hot key is accepted,

determine a location on a screen for the alternate content and

displaying the original content and the alternate content in a

Picture-In-Picture mode.

64. (withdrawn) The machine-readable medium of claim 63, wherein the hot key

signal comprises an Internet Protocol (IP) data packet, the IP data packet having

a header portion and a body portion, the body portion having a data field

indicating the location of the alternate content.

65. (withdrawn) The machine-readable medium of claim 63, wherein determining

whether the hot key signal is relevant to the user comprises determining whether

a destination address for the hot key signal is an address of the user.

66. (withdrawn) The machine-readable medium of claim 65, wherein determining

whether the hot key signal is relevant to the user further comprises determining

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whether the alternate content is related to content currently being viewed by the user.

67.   (withdrawn) The machine-readable medium of claim 63, wherein determining a location on the screen for the alternate content comprises determining whether the alternate content will be presented in a main portion of the screen or in a PIP frame.

68.   (withdrawn) The machine-readable medium of claim 67, wherein determining a location on the screen for the alternate content is based on a default location.

69.   (withdrawn) The machine-readable medium of claim 67, wherein determining a location on the screen for the alternate content is based on a pre-selected location set by the user.

70.   (withdrawn) The machine-readable medium of claim 67, wherein determining a location on the screen for the alternate content is based on a selection by the user at the time the hot key is accepted.

71.   (withdrawn) A machine-readable medium having stored thereon a series of instructions, the instructions, when executed by a processor, cause the processor to:

receive a hot key signal from an interactive television service provider's network, the hot key signal indicating availability and a location of alternate content and containing information providing details regarding the alternate content;

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determine whether the hot key signal is relevant to a user viewing original

content from the interactive television service provider; and

responsive to determining the hot key signal is relevant to the user,

display on a screen an indication that the hot key signal has been

received.

72. (withdrawn) The machine-readable medium of claim 71, further comprising

displaying to the user the information providing details regarding the alternate

content.

73. (withdrawn) The machine-readable medium of claim 71, further comprising

responsive to the user requesting additional information, displaying to the user

the information providing details regarding the alternate content.

74. (withdrawn) The machine-readable medium of claim 71, further comprising

responsive to receiving an indication that the hot key is accepted, displaying the

alternate content to the user.

75. (withdrawn) The machine-readable medium of claim 71, wherein the hot key

signal comprises an Internet Protocol (IP) data packet, the IP data packet having

a header portion and a body portion, the body portion having a data field

indicating the location of the alternate content.

76. (original) A machine-readable medium having stored thereon a series of

instructions, the instructions, when executed by a processor, cause the

processor to:

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receive a hot key signal from an interactive television service provider's

network, the hot key signal indicating availability and a location of

alternate content and containing data representing a hot key form;

determine whether the hot key signal is relevant to a user viewing original

content from the interactive television service provider; and

responsive to determining the hot key signal is relevant to the user,

display on a screen an indication that the hot key signal has been

received, and the indication corresponding to the data representing

the hot key form.

77.   (original) The machine-readable medium of claim 76, wherein the data

representing the hot key form indicates one of a plurality of possible hot key

forms.

78.   (original) The machine-readable medium of claim 76, wherein the data

representing the hot key form comprises a graphic.

79.   (original) The machine-readable medium of claim 78, wherein the graphic is

displayed on the screen as the indication that the hot key signal has been

received.

80.   (original) The machine-readable medium of claim 79, wherein the graphic is

pre-selected by the user.

81.   (original) The machine-readable medium of claim 79, wherein the graphic is

included in the hot key signal.

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82.   (withdrawn) A machine-readable medium having stored thereon a series of

instructions, the instructions, when executed by a processor, cause the

processor to:

receive a hot key signal from an interactive television service provider's

network, the hot key signal indicating availability and a location of

alternate content;

determine whether the hot key signal is relevant to a user viewing original

content from the interactive television service provider;

responsive to determining the hot key signal is relevant to the user,

display on a screen an indication that the hot key signal has been

received; and responsive to receiving an indication that the hot key

is accepted, display on the screen a menu of options for handling

the alternate content.

83.   (withdrawn) The machine-readable medium of claim 82, wherein the menu of

options includes an option to view the alternate content.

84.   (withdrawn) The machine-readable medium of claim 82, wherein the menu of

options includes an option to view the alternate content in a Picture-In-Picture

(PIP) mode.

85.   (withdrawn) The machine-readable medium of claim 82, wherein the menu of

options includes an option to record the alternate content.

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86. (withdrawn) The machine-readable medium of claim 82, wherein the menu of

options includes an option to request an email containing the alternate content.

87. (withdrawn) A machine-readable medium having stored thereon a series of

instructions, the instructions, when executed by a processor, cause the

processor to:

receive a hot key signal from an interactive television service provider's

network, the hot key signal indicating availability and a location of

alternate content;

determine whether the hot key signal is relevant to a user viewing original

content from the interactive television service provider;

responsive to determining the hot key signal is relevant to the user,

display on a screen an indication that the hot key signal has been

received;

responsive to receiving an indication that the hot key is accepted, present

the alternate content to the user; and

responsive to the user finishing the alternate content, display on the screen

a menu of options for returning from the alternate content.

88. (withdrawn) The machine-readable medium of claim 87, wherein the menu of

options includes an option to view content related to the alternate content.

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89.   (withdrawn) The machine-readable medium of claim 87, wherein the menu of

options includes an option to view content previously cached on a terminal

device.

90.   (withdrawn) The machine-readable medium of claim 87, wherein the menu of

options includes an option to view Video-On-Demand (VOD) content related to

the alternate content.

91.   (withdrawn) The machine-readable medium of claim 87, wherein the menu of

options includes an option to view web sites related to the alternate content.

92.   (withdrawn) The machine-readable medium of claim 87, wherein the menu of

options includes an option to shop for items related to the alternate content.

93.   (withdrawn) The machine-readable medium of claim 87, wherein the menu of

options includes an option to return to a previous channel.

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